

SECURITY INFORMATION

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PSYCHOLOGICAL STRATEGY BOARD
708 Jackson Place, N.W.
Washington 25, D.C.

JUN 26 1952

MEMORANDUM TO: General Walter Bedell Smith
Director of Central Intelligence

SUBJECT: Evaluation - Test Case

In accordance with the views of Board members expressed at the meeting of June 12, I am submitting the attached proposals for carrying out a "test case" evaluation of the effectiveness of our national psychological operations.

25X6 It will be seen that two alternatives are presented in detail: [redacted]

The staff is prepared to begin work immediately on either of these.

25X6 If, for any reason, the Board felt it were desirable, the staff would be equally ready to apply the same general procedure outlined in the accompanying proposals to [redacted] 25X6
25X6 [redacted] In my opinion, all of these are important areas, and should be the object of PSB evaluations as soon as practicable. 25X6

25X6 While fully prepared to tackle any of these which the Board might select, it is our recommendation that we start [redacted] as the first "test" evaluation.

In arriving at this recommendation, the following major factors were taken into account:

1. The special interest expressed [redacted] Board meeting. 25X6
2. The urgency of the case, arising from the relative nearness (next Spring) of [redacted] 25X6
3. The fact that the United States has made a major and varied psychological effort there.
4. PSB has completed and put into effect a plan for the attainment of certain objectives [redacted] which is now in the early stages of implementation. 25X6
5. By a process of elimination: While [redacted] were both considered to be important and urgent areas for evaluation, they are both special cases [redacted] 25X6
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[redacted] South East Asia - and in particular Indo China - is certainly second to no other area in importance and urgency, but the problem there is greatly complicated by the number of governments involved; [redacted] it was felt, should be left alone at this stage, although [redacted] might well become the ideal object of our next evaluation in another six months.

6. [redacted] was given special consideration because of the importance of the area; because of the fact that there, too, the U. S. is making a major psychological effort; and because an evaluation of that effort would be of the greatest value not only in planning for future psychological operations [redacted] but in helping us to learn how to reach more effectively the Oriental mind in colonial or former colonial areas.

7. The vastness and complexity of the South Asian problem, however, leads us to conclude that [redacted] provides a more feasible and more typical "test case."

[redacted]

Enclosures (2):

1. R-138 (TS-SI) (Rev.) 6/25/52 "Proposed 'Test Case' Evaluation of U.S. Psychological Operations [redacted]"
2. R-141 (TS-SI) (Rev.) 6/25/52 "Proposed 'Test Case' Evaluation of U. S. Psychological Operations [redacted]"

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